

# the dish

Spring 2022

## THIRSTY?

Learn how Mountain Valley Spring Water provides pure refreshment from the heart of America

## WHEN PIGS FLY

Ziggy's Vegan Takeout offers a fresh take on classic comfort food

## GET INSPIRED

with plant-based recipes

## SERVING UP GOOD TIMES DAILY

at Mason Bar & Kitchen

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## GREETINGS FROM PATRICK DAY

# RENEWED TRADITION!

As spring kicks off in 2022, I would like to send warm wishes to all our customers, vendors, and employees. My name is Patrick Day, and at the start of 2022, I joined Jordano's Foodservice as the new VP/GM. My wife, Marianne, and I are incredibly excited to be a part of Jordano's and the greater Central Coast of California.



The title of this message is "Renewed Tradition," and I chose this on purpose. The tradition built here over the past 107 years by the Jordano family and its employees is truly foundational. The connections and partnerships built have allowed us to carve a path out of the past two challenging years. At Jordano's, we are renewing that tradition with the goal to grow even better. In 2022, we are expanding our warehouse to allow for more offerings. We will be installing a new computer system to take advantage of the latest technology. Our family of employees will continue to grow to give the best service in the industry.

As is our tradition, I would like to continue to honor a few of our customers and vendors in each edition of The Dish. In this issue, read along as we showcase Ziggy's Restaurant and all they do in the vegan arena. See how Mason Bar and Kitchen blends its amazing vibe with top-notch food and service to offer a great experience. Check out one of our vendor partners, Mountain Valley Spring Water, and read what makes them so nationally recognized.

This renewal allows Jordano's to continue to build its robust and independent tradition of excellent customer service, highly valued partnerships, and dedicated employees.

Sincerely,

Patrick Day  
Vice President / General Manager

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\*Amplifry 2021



# table of **CONTENTS**

ISSUE TWELVE | SPRING 2022

## **SPOTLIGHTS**

**06**

### **MOUNTAIN VALLEY WATER**

Discover how this company has been bottling America's premier spring water for 150 years.

**10**

### **MASON BAR & KITCHEN**

This award-winning restaurant is the perfect spot to gather with friends and sample an inspired selection of wine, beer, and unique hand-crafted cocktails. In fact, their in business to create memories!

**14**

### **ZIGGY'S HOT VEGAN TAKEOUT**

Proving vegan comfort food isn't just something you'll eat "when pigs fly."

**16**

## **FEATURES**

### **TOP TEN FOODSERVICE TRENDS FOR 2022**

Look ahead to 2022 and beyond for key trends set to dominate foodservice and hospitality.

**20**

### **'NORMAL' RESTAURANT BUSINESS OPERATIONS A YEAR AWAY**

In the ever-evolving post-pandemic landscape it could be a year or more until businesses can expect to return to "normal."

**24**

### **SPRINGTIME RECIPES**

Plant-forward recipes to help expand your vegetarian and vegan menus.



# THE MOUNTAIN VALLEY SPRING WATER

NATURAL AMERICAN WATER SINCE 1871 By Jamie Chestnut



## SPRING TO LIFE

Not many people have heard of the Ouachita Mountains. Fewer can pronounce them (WASH-ah-taw). It's a beautiful mountain range that spans from western Arkansas to southeastern Oklahoma.

In a remote valley on 2,000 acres of protected forest sits a spring as old as our great land.

Originally known as "Lockett's Spring Water" until in 1871, pharmacist Peter E. Greene and his brother, John Greene renamed the mineral rich spring water Mountain Valley after a small community nearby.

## WORTH THE WAIT

Mountain Valley Spring water started its journey to these emerald-green bottles some 3,500 years ago when it fell from the skies as rain. Over millennia, that rain collected in aquifers 1,600 feet below the Ouachita Mountains, filtering through striations of shale, sandstone and limestone until it reached these deep, granite-based natural holding tanks. As the aquifers filled, excess water would be pushed back to the surface, up through beds of Ordovician marble lined with veins of quartz.

This journey, down into the aquifer then back up through layers of marble and quartz crystals, is what gives Mountain Valley Spring Water its unique mineral content of calcium, magnesium, and potassium, as well as its pure, refreshing and award-winning flavor.

"Our Spring is bottled directly at the source," said Pauline De La Peza, the regional account executive for Mountain Valley. "There are no tanker trucks involved. The spring water rises naturally and is bottled immediately."

When it comes to Mountain Valley Spring Water, what you see is what you get. The water they bottle is the very same water you drink - no additives, chemicals, preservatives, or colorants. They don't have to add anything for their water to taste crisp and pure.

## BENEFITS IN EVERY DROP

The naturally occurring minerals and high alkalinity give The Mountain Valley more health benefits than chemicals. However, it's not merely the minerals in Mountain Valley that make it so deliciously healthful, it's the pH, too. Mountain Valley Spring Water has a natural pH of 7.8, making it ever so slightly alkaline. While the effects of ingesting alkaline water are still being studied, there's evidence that drinking a naturally basic water may help neutralize acid in the body, including the enzymes that cause acid reflux. Naturally alkaline water can also have benefits for people with diabetes, high blood pressure and high cholesterol.

## AMERICA'S WINNINGEST WATER

Mountain Valley is America's most-awarded spring water, having won 19 honors from the Berkeley Springs International Water Tasting since the organization's inception in 1991. From Best Bottled Spring Water to Best Flavored Essence Sparkling, Mountain Valley's full range of products are regularly ranked among the best not only in the United States, but also the world.

## FILL THEIR GLASS WITH PREMIUM WATER

Revered by chefs and foodies, the unique blend of minerals provides a clean, crisp, and refreshing taste which make it a perfect table water. With a 7.8 pH, the naturally high alkalinity of the spring water helps offset the stress of modern acidic diets and ease digestion. "Our Spring has no sodium; it is a sweet spring which means it will not affect the taste of the food," says Pauline. It's the go-to premium spring water for some of America's most outstanding chefs and water enthusiasts from fine dining to farm-to-table.

## READY TO SPARKLE

In the same way that only bubbly wines from the Champagne region of France can be labeled Champagne, only sparkling waters that are naturally sourced and naturally mineral-rich can be labeled “sparkling spring water.”

Mountain Valley Sparkling Spring Water is exactly that: spring water bottled from Mountain Valley’s protected, mineral-laden spring deep in the heart of the Ouachita Mountains, then infused with gentle carbonation for a refreshingly award-winning flavor. Mountain Valley isn’t in the soda water industry, nor does it manufacture seltzers or tonics.

“When making the sparkling water there was a team that worked together to create a champagne style bubbles,” said Pauline.

## REFRESHING PARTNERSHIP

Mountain Valley is a new addition to our Jordano’s family, and we’re excited to get it flowing for your establishment. “We are beginning to develop our partnership and are excited to partner with the team at Jordano’s.” Pauline added. “We look forward to growing the brand awareness and reaching a wide audience together.”



# FACTS FUN



You might be surprised by some of the many individuals who have enjoyed Mountain Valley Water over the decades. From the elite to celebrities to Presidents of the United States, this refreshing beverage has been enjoyed and shared.

Calvin Coolidge was the first American president to serve Mountain Valley Spring Water in the White House. Following a heart attack in 1955, President Dwight Eisenhower drank the water on the advice of his physician. Mountain Valley was served as the official water of the White House administration for 13 Presidents from Coolidge to Clinton.

All sorts of famous people have consumed this natural beverage, including athletic competitors such as Sugar Ray Robinson, Gene Tunney and Joe Lewis. Even The King himself, Elvis Presley, would have his assistants travel to Hot Springs on private planes to retrieve his favorite water while on tour.

## MOUNTAIN VALLEY® SPRING WATER

#2562 - 12/33.8 oz. - Spring Twist Top (Glass)  
#4404 - 12/25.3 oz. - Spring Twist Top (Glass)  
#4408 - 12/500 ml. - Spring Twist Top (Glass)

## MOUNTAIN VALLEY® SPARKLING WATER

#2563 - 12/33.8 oz. - Sparkling Twist Top (Glass)  
#4406 - 12/25.3 oz. - Sparkling Twist Top (Glass)  
#4410 - 12/500 ml. - Sparkling Twist Top (Glass)

# SPARKLING WATER PANCAKES

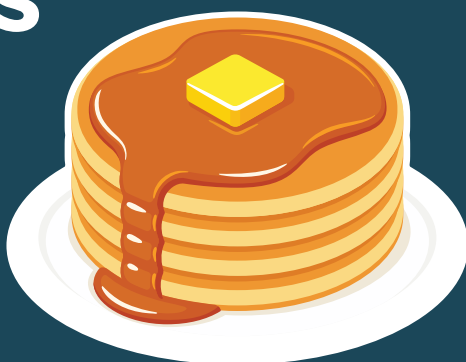
The combination of buttermilk and Mountain Valley sparkling water yields the most tender, and melt in your mouth pancake texture.

## INGREDIENTS

AP Flour, 2 cups  
Sugar, 3 tbsp.  
Baking Powder, 1 1/4 tsp.  
Baking Soda, 1 1/4 tsp.  
Kosher Salt, 1/2 tsp.  
Buttermilk, 1 3/4 cups  
Eggs, 2 ea.  
Vanilla Paste, 1 tsp.  
Cinnamon, ground, 1/2 tsp.  
Mountain Valley Sparkling Water, 1/2 cup (cold)  
Canola oil, 1 tbsp.

## DIRECTIONS

1. Whisk together all dry ingredients and set aside.
2. In another bowl, whisk together the wet ingredients, and then fold into the dry ingredients.
3. Heat a nonstick pan over medium heat and pour 1/4 cup of batter into the pan for each pancake. Make sure to not overcrowd the pan.
4. Cook until bubbles form on the surface of the batter and the underside is golden brown, around 2-3 minutes. Flip and repeat on the other side. Eat immediately after cooking.







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1. Technomic 2016 Sandwich Report 4 Technomic (unpublished) menu data 2019

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# THE MOUNTAIN VALLEY

SPRING WATER





# MASON BAR & KITCHEN

This award-winning restaurant is the perfect spot to gather with friends and sample an inspired selection of wine, beer, and unique hand-crafted cocktails.

By Eileen Jackson



Mason Bar and Kitchen is a country-chic community gastropub located in the historic Village of Arroyo Grande.

Focused on exceptional libations and creative cuisine, this restaurant features a full bar and dining experience. It was built to capture the beauty and charm of the Village and restored to reflect its original design, featuring

transom windows, a street-facing storefront, and a centered entry. The dining room is filled with refurbished wood and mason jar light sconces and chandeliers to create a unique atmosphere. A mod agricultural - not necessarily hipster - 1920s vibe peaks from rows of mason jars, creating an ambiance for both intimate and larger groups.

Beyond the amazing food, drinks, and atmosphere, Mason's knowledgeable and dedicated staff will serve up an amazing experience for you, your family, and your friends.

## FARM-FRESH CUISINE

Mason's Bar & Kitchen sources their food from local, organic farms with a large selection of local California products from fresh produce to the highest quality proteins.

They are committed to offering the freshest, non-GMO, antibiotic-free, responsibly harvested, and sustainable local organic produce, products, and proteins that they can discover.

The restaurant's chefs rely on Jordano's and the local markets to deliver the goods for items like the Short Rib - 8 oz. braised short rib, aioli, Old Shaft "Caveman" blue cheese, caramelized onions, arugula, heirloom tomato on a brioche bun. Or the 5 Farms Market Salad: mixed greens, fried fennel chips, walnut praline, matchstick granny smith apple, Manchego cheese with a caramelized shallot vinaigrette.

"The menu is a constant progression and evolution," General Manager Daniel Perez said. "With the addition of Chef Robert Trester to our team, we have been able to make so many menu changes to old items and bring on several new ones."

A big hit is the lobster corndogs. Light, succulent, salty sweet meat dipped in corndog batter and fried and served with a creole remoulade for dipping.

**Mason's Bar & Kitchen sources their food from local, organic farms**





"We took them off the menu for like four days," Perez said. "I thought they were going to burn the place down. Everyone was freaking out." Luckily, they are now on the menu to stay.

Dan Perez and his staff rely on Account Executive, David Ross to keep their ingredients fresh, shelves stocked, and their needs met. "Dave Ross is fantastic. I have known him for more than 15 years now. He goes above and beyond and is always professional, accountable, and follows through on his commitments. Through Covid, he made sure that we were taken care of with all of our special requests. It makes our jobs much easier knowing that he is fighting for us. We could not do it without him."

## They have the largest selection of spirits on the Central Coast

### HAND-CRAFTED COCKTAILS

Some people describe Mason's Bar as a whiskey lounge due to their more than 25 different types of bourbon and whiskey offerings. They have the largest selection of spirits on the Central Coast and pride themselves on making an assortment of the best cocktails. "Our spirit selection is 2nd to none in this county," declares Dan. "We have been given so much freedom by the partners to build those lists how we see fit."

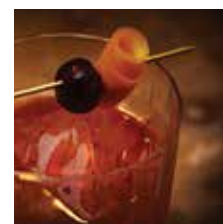
Bartenders carefully handcraft every cocktail, using all house-made syrups and fresh pressed juices that express the beauty and flavor of local farms. "We feature 200 spirits, 20 rotating beer tap handles, pour 20 local wines by the glass and offer an extensive list of over 165 bottled wines," says Perez. In fact, they have won an Award of Excellence from Wine Spectator for their wine list three years in a row. And they have won the "New Times – Best South County Bar" six years in a row.



"Chad Tolley, our Bar Manager, deserves so much of the credit for running such a fantastic bar program. I can't begin to tell you how lucky we are to be surrounded by so many talented people. It truly makes my job so easy," boasts Dan.

Mason's is known for their distinctive barrel aged cocktails amongst the locals' favorites. Enticing pre-mixed concoctions are placed into barrels and aged to give a truly unique taste that you must experience to fully appreciate. Barrel-aging cocktails take the edge off alcohols like bourbon and gin, giving ingredients time to blend and mature. Miniature oak barrels breathe the cocktail in and out of pores, the same way bourbons and whiskeys did before they hit the bar shelves. Subtle vanillas and caramels edge out the harsher flavors. The barrels are stacked on shelves at one end of the bar. We suggest an aged Manhattan with Buffalo Trace bourbon, Carpano Antica sweet vermouth, orange bitters, and amarena cherry.

Perez works to make Mason's a kind of place where it's easy to enjoy a conversation with a friend over drinks, without shouting at them. "We are in the business of creating memories, mouthwatering American food, and smiles," says Perez. Be sure to stop by Mason's to allow them to craft memories that will leave you smiling for weeks!



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# ZIGGY'S

## HOT VEGAN TAKEOUT

By Joanna Burton

If you ask Matt Martinez what his inspiration was for opening his restaurant after decades in the nightclub scene, he'll tell you. "I wanted to leave a more positive influence in my community." Starting in restaurants at the age of 15 as a dishwasher, he went from the back of the house to ultimately managing & bartending in nightclubs in Orange County. But the fast-paced, liquor-influenced industry was taking a toll and he began to look for a change of scenery. Matt found his way to the Central Coast and linked up with an old buddy from high school who was already a successful restaurant owner when inspiration struck.

### WHEN PIGS FLY

Opening in February of 2020 in San Luis Obispo, CA, Ziggy's Hot Vegan Takeout results from Matt and business partner Brian Englund's desire to show diners that eating vegan doesn't have to be boring. "So many vegan restaurants I've tried have been so bland and uninspired," said Matt. "We sought to change this by reimagining many familiar comfort foods, then 'veganizing' them." This formula of serving takeout in a relaxed, artistic environment emphasizing elevated customer service has been successful.

"Vegan comfort food," sounds like an oxymoron, but Ziggy's offers just that. From menu items that rival your



favorite burger joint to sandwiches, tacos, appetizers, and shakes. All flavorfully crafted, all 100% plant-based. Which also played a part in choosing their hyperbolic mascot, a flying pig, to encourage those to try what, up until recently, seemed impossible – an entirely vegan menu that was more than just the typical "rabbit food."



### WHAT'S ON THE MENU

Ziggy's has aimed to change the perception of vegan food since day one. "There are so many preconceived ideas about vegan food and vegan lifestyle. We're not pushing an agenda on anyone. We just wanted to open a place that served great food first and welcomed the challenge to make it 100% plant-based," said Matt. When it came time to menu plan, Matt reached out to other vegan chefs and assembled a team of "mad scientists" who acted as consultants for Ziggy's. The team lead by Executive Chef, Julio Rodriguez, set to deconstruct classic comfort food, then reconstruct it to be truly vegan while still being approachable. Working closely with Account Executive Rich Mullinix to source their menu items proved to be a learning lesson, "I got quite an education myself," said Rich, "having to follow up on nutritional information and ingredients."

Matt expresses, "If you've never tried vegan food, we should be your first time." Burgers like the Phoenix, loaded with charred



jalapenos, guacamole, pepper jack, lettuce, and chipotle aioli, are made with your choice of Ziggy's housemade patty or an Impossible™ Burger. Or perhaps their Buffalo Chicken Sandwich featuring Gardein® chicken, hand-battered and fried to golden perfection, then dipped into Ziggy's Smokey Buffalo sauce is more your style. Appetizers like Korean Cauliflower Bites (Ziggy's KCB) tossed with spicy gochujang sauce and served with ranch dressing are popular choices.



"We try to keep our menu concise, but our specials can be huge hits. So much so that loyal regulars get a little unhappy with me when they end," joked Matt. Therefore, Matt runs monthly specials like their crowd favorite, Vegan nachos.



It's not just vegetarians and vegans who are choosing Ziggy's. "Honestly, I'd guess that 75% or so of our guests are meat eaters," said Matt, "It's incredibly rewarding when non vegan guests end up being blown away." It isn't just the food that keeps guests coming back. Matt and his team pride themselves on their customer service

and regularly meet to discuss ways to serve their customers better and help them feel welcome, even if they are briefly there to pick up a takeout order.

## PLANTING SEEDS OF GROWTH

Matt looks to his partnership with Jordano's to help source the items and ingredients they need. "Partnering with Jordano's has been hugely beneficial for us. With such an expansive product portfolio, it is entirely a one-stop-shop for us."

Jordano's is Ziggy's primary supplier and is proud to supply them with everything from plant-based patties to P.P.E. equipment.

"Rich has been instrumental in making my life so much easier. Rich is the most responsive rep I have ever worked with," said Matt.

"I think Ziggy's has opened a lot of eyes to the fact that vegan cuisine can be fun and tasty. I love sharing my passion with our customers, and it's been very rewarding," said Matt. And if you ask Rich what he thinks about their food he'll say, "It's fantastic."



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# TOP TEN

## FOODSERVICE TRENDS FOR 2022

Looking ahead to 2022 and beyond, to see the key trends that will dominate foodservice and hospitality.

A new year brings new trends in all sectors, with the foodservice industry as no exception. The restaurant and foodservice industry has faced great challenges and changes in operation this year, with delivery options increasing and full-service restaurants only just finding their feet once more.

Against all odds restaurant operators have adapted their services despite living in an ongoing pandemic world. 2022 brings new hope that not only will a new-normal life resume, but those foodservice operators will continue to do what they do best: thrive and adapt to be at the top of their game.

This list is a look at ten top trends taking operators forward into 2022 in a world still impacted by Covid-19.



### 1 PLANT-BASED FOOD

Gaining mainstream attention in 2021 and predicted to grow exponentially in the coming year, plant-based foods are a trend here to stay. Whether it is the latest plant-based meat alternatives or the rise in popularity of dairy free milks such as the potato milk fad, eating healthier, greener, and most importantly, cutting out meat is intrinsic to industry success.

According to a new report by Bloomberg Intelligence the global plant-based market will grow from US\$30 billion in 2021 to a staggering US\$160 billion by 2030. Rudy Miick FCSI of The Miick Companies emphasizes these statistics saying: "Anybody who thinks plant-based and vegan alternatives is a fad that's fading better wake up."

### 2 A SUSTAINABLE FUTURE

Savvy operators are quickly understanding that sustainability isn't just a buzzword for woke younger patrons, but in actual fact is a smart business choice. "Anybody smart in the chain world is heading in a sustainable direction," says Miick. The foodservice giants have woken up to the realization that adopting sustainable operating procedures is an investment in their own future.

Environmental sustainability is a big deal from equipment to packaging, Miick warns that resistance to this trend could have negative consequences for both the planet and the operators' pocket. "There is a host of operators, especially smaller and older operators that are making excuses to not join into sustainability," working towards a green future in all aspects of the foodservice industry is a trend that is going to keep growing, leaving those opposed behind.

### 3 LESS ALCOHOL

The Covid-19 pandemic and the subsequent concern for better health is likely to have accelerated an already fast-developing trend in the US for less alcohol consumption. Restaurant operators are adding more alcohol-free options to their menus: mocktails and alcohol-free beers are set to be a popular option this coming year.

### 4 GLOBAL CUISINE

Global cuisine has migrated with travel, business, and curiosity. With people home-bound for most of 2021 due to the Covid-19 pandemic halting mainstream travel, consumers looked to getting their fix of travel and culture through the food they could recreate and order at home. The integration of global flavors into people's everyday life and restaurant cravings has increased forthwith: "This rising global awareness of ingredients is such an exciting trend for 2022," says Miick.



## SOCIAL MEDIA

**5** Creating a captivating presence on social media is no longer a space reserved just for celebrities and 'influencers', with TikTok gaining traction anyone can post food content; from your average home cook to Michelin star chefs competing for the social media limelight. Chefs and the restaurants they serve need to maintain a fresh, frequently renewed online presence to stay relevant in the 21st century world of online ordering and content consumption.

PR guru and head honcho at Leapfrog PR in the UK, Felicity Read stresses the importance of a clear social media presence and strategy: "All restaurants need to have at least a Facebook account for sheers numbers and an Instagram feed for engagement."

"It's important that social media is done in the right way," says Read, "It's very tempting to just pump lots of pictures out but that's just a one-way street. If you want to grow your business you need to think about how you can engage with your audience; use relevant hashtags and involve other local businesses so that you're not just talking to the same people all the time."

## SHIFTING RESTAURANT LAYOUT

**6** With the continued growth of take-out food continuing into 2022 and beyond, up-and-coming restaurateurs are adapting their restaurant layout to accommodate for larger back-of-house spaces. "If we were building a concept restaurant in LA or London, even if I had a full-service segment we would build smaller front with fewer seats, to accommodate for a larger kitchen built to carry out full-service and delivery demands," says Miick.

## RESURGENCE OF FINE DINING

**7** Stripped of real-life experiences in restaurants earlier this year, people are craving in-person dining experiences. Karen Malody FCSI, founder and president of Culinary Options believes fine dining experiences are set to soar in 2022 in tandem to the continuing growth of fast casual offerings. "Quick service restaurants [QSR] are not offering experiences so much as they are allowing consumers to fill their bellies with good food in a fast and convenient way. Only fine dining allows people to fix their craving for real meaningful dining experiences."

## GHOST KITCHENS

**8** Take-out food is here to stay and so are ghost kitchens. Becoming a far more common place concept, operating under a series of pseudonyms, dark, cloud, ghost or virtual kitchens are purpose-built kitchens designed to purely deliver take-out food. During the height of the pandemic the rise of ghost kitchens soared with restricted access to bricks-and-mortar venues, emerging restaurants took their services to dark kitchens to meet growing demands.

"The key to a successful ghost kitchen is flexible equipment and workflow as the brands housed inside a virtual restaurant can change overnight. Using relevant machinery and optimising workflow are the next steps for the industry," says Stephan Leuschner, TrendTalk Master and Director of International Key Accounts at Rational AG.

## VIRTUAL RESTAURANTS

**9** The launch of DJ Khaled's Another Wing was the largest ever virtual restaurant opening, launching on three continents and 165 locations simultaneously. As restaurants continue to recover from the ongoing pandemic, reliance on food delivery brands is set to continue. Virtual restaurants are constantly evolving, refining concepts, and developing their optimization. In 2022 virtual restaurants will be a far more commonplace concept, set to dominate the food-delivery industry.

## USE OF ROBOTICS

**10** "Artificial Intelligence is the next evolution for food service operators; drone delivery and driverless delivery – AI is here to stay," says Miick. Despite widespread enthusiasm and funding in this sector, the reality of a robotic 2022 is slightly less realistic due to high technology start-up costs.

"Robotics is a big future topic, but I don't see it becoming major in 2022," says Leuschner. "Integrating more optimization into kitchens is starting slowly. The first steps will be in automated packaging or sorting to reduce labor in kitchens. In the coming years we will see fully automated kitchens as a widely accepted concept."

Courtesy of Katie Morris – FCSI – Kitchen Rebel



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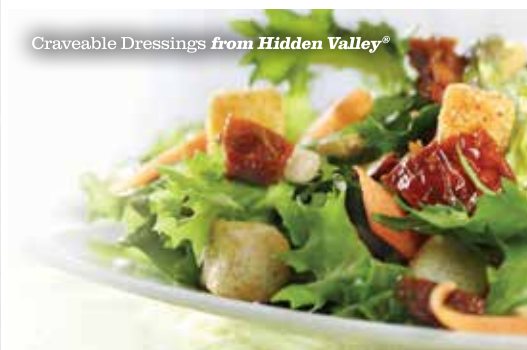
Flavor-Infused Sauces **from Sauce Craft™**



Real Butter Flavor **from SunGlow®**



Craveable Dressings **from Hidden Valley®**



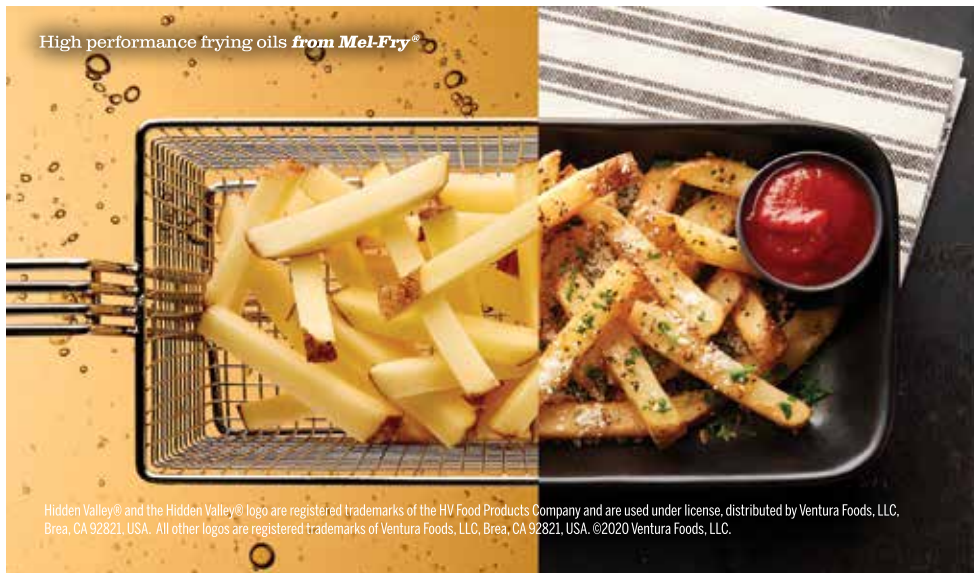
Clean butter flavor **from Phase®**



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# “NORMAL”

## RESTAURANT BUSINESS OPERATIONS A YEAR AWAY



### The National Restaurant Association reported that 2022 will be a year of transition.

More than half of restaurant operators said it would be a year or more before business conditions return to normal, according to a newly-released National Restaurant Association's 2022 State of the Restaurant Industry report.

Food, labor, and occupancy costs are expected to remain elevated, and continue to impact restaurant profit margins in 2022. Labor, in fact, is forecast as the industry's top challenge this year.

Additionally, 51 percent of adults say they aren't eating at restaurants as often as they would like, which is an increase of six percentage points from before the pandemic.

The foodservice industry is forecast to reach \$898 billion in sales in 2022, spurred in part by operators using technology to improve their off-premises sales.

The foodservice industry workforce is projected to grow by 400,000 jobs, for total industry employment of 14.9 million by the end of 2022.

Ninety-six percent of operators experienced supply delays or shortages of key food or beverage items in 2021—and these challenges will likely continue in 2022.

### REASONS FOR OPTIMISM

"The restaurant and foodservice industry has adapted and is carrying on with absolute resilience, so we're optimistic about the path toward recovery in the coming year," Marvin Irby, Interim President & CEO of the National Restaurant Association, said in prepared remarks.

A few years ago, restaurants couldn't have managed the level of off-premises demand during the pandemic. Technological advances are becoming table stakes for this long-term business channel, with more than eight in 10 operators saying the use of technology in a restaurant provides a competitive advantage, and a good proportion of operators plan to ramp up investments in technology this year.

Many operators will devote their resources to online or app ordering, reservations, mobile payment, or delivery management, in addition to back-of-the-house technology. This is validated by a large number of consumers preferring the use of technology where it doesn't diminish hospitality.

## 51% of adults say they aren't eating at restaurants as often as they would like.

### HELP (STILL) WANTED

While the restaurant and foodservice industry added back 1.7M jobs during 2021 for an end-of-year total of 14.5M employees, many restaurants remain severely understaffed, and this will continue to constrain industry growth in 2022.

Despite some gains, 7 in 10 operators across all major segments say their restaurant currently does not have enough employees to support customer demand and most operators expect their labor challenges to continue through next year.



Roughly 50% of restaurant operators in the fullservice, quickservice, and fast-casual segments expect recruiting and retaining employees to be their top challenge in 2022.

### ALCOHOL TO-GO, OUTDOOR A BRIGHT SPOT

The past year has also continued to drive consumer demand for alcohol to-go and outdoor dining with nearly four in 10 consumers saying the availability of outdoor seating would make them more likely to choose one restaurant over another similar one.

### OTHER OPERATIONAL TAKEAWAYS INCLUDE:

Fifty-four percent of adults say purchasing takeout or delivery food is essential to the way they live, including 72% of millennials and 66% of Gen Z adults.

Roughly half of U.S. restaurant operators think the availability of seating on a sidewalk, parking lot, or street will become more common within their segment this year.

Seventy percent of Gen Z adults (age 21+) and 62% of millennials say the option of including alcohol with a takeout or delivery order would make them more likely to choose one restaurant over another similar restaurant.

## Many restaurants remain severely understaffed, and this will continue to constrain industry growth in 2022.



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## OUTDOOR DINING, 'TO-GO' IN HIGH DEMAND

Daniel J Villalpando, partner with Cox, Castle & Nicholson, tells GlobeSt.com that based on experiences during the pandemic, restaurants are looking to use whatever common area is available (sidewalks, parking lots, etc.) to offer outdoor seating.

"From a leasing perspective, going forward, restaurants will be negotiating for the use of outdoor patio areas. Also, restaurants are requesting "to go" or "take out" parking spaces that are reserved for their use and conveniently located adjacent to their restaurants.

"Most quick-service restaurants are being forced to provide menu and ordering options through websites and/or apps. Additionally, offering convenient pick-up parking for customers who have ordered remotely has become extremely important."

Villalpando said nearly all restaurants have had to negotiate with delivery services (GrubHub, DoorDash and Uber Eats) to try to maintain as much profit from sales as possible, while offering the convenience of "to go" order and delivery services.

"Some restaurants have tried to expand their use provisions by, for example, being able to sell alcohol for off-premises consumption," he said. "This may run afoul of leases with other tenants who have the exclusive right to sell alcohol for off-premises consumption (like liquor stores and grocers)."

## SPECIALTY RESTAURANTS AN UNDERPERFORMER

Full year sales increased by 9.85% for restaurants in 2021 compared to 2019, 17.65% for fast food and 14.23% for specialty food, Mark Sigal, CEO, Datex Property Solutions, tells GlobeSt.com.

The one outlier segment was specialty restaurants, which saw sales contract by 17.46%, owing to social distancing and other COVID-related restrictions in the pandemic.

"The favorable outlook for food, drink and restaurants in 2022 and beyond is reflected in new leasing activity, which saw rental rates increase for these categories by ~6%, relative to rental rates in 2019, which were flat-to-negative," Sigal said.

"Both merchants and landlords are embracing these categories in a big way. The key takeaway relative to COVID is that while some categories were existentially impacted by the pandemic (such as movie theaters), consumers gravitated to all things eat, drink and dining related, resulting in serious

revenue growth, and more importantly, consumer behavior that should favor these categories in the years ahead."

## RESTAURANTS AREN'T DOWNSIZING

Michael Wiener, president, Excess Space Retail Services, also believes the restaurant industry will remain strong in 2022.

"While many had projected that restaurants would be downsizing, we haven't seen much of that to date," Wiener tells GlobeSt.com. "What has been trending is a significantly higher demand for pad sites as restaurants, QSRs and other retail concepts want to have drive-thrus, resulting in a very competitive environment even in areas that aren't the A locations.

"We are also seeing QSRs and restaurants wanting to control their "rent to sales ratio" by maintaining a formal lease renewal/lease restructuring program."

## NEW DINING CONCEPTS WINNING OUT

Landlords, for their part, are looking for food concepts that have a bigger to-go business, creating more resilience in the business model, Mike McKean, founder, Retailsphere, tells GlobeSt.com

"This has led to different space needs than seen in past years—smaller dining rooms and larger kitchens, often with to-go windows," McKean said.

"All this said, the past few years have shown how resilient the restaurant industry is and there only seems to be a growing interest in bringing new food and beverage concepts to clients' spaces."

"People still aren't eating out as much as they once were, and when they do, they want it to be special," McKean continued.

Source: Globest.com







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# Charred Kale with Citrus and Green Tahini

In this dish, a quick char in a hot skillet tempers the raw edge of kale and balances its vegetal flavor.

Recipe courtesy of Chris Morocco for Bon Appetit

## INGREDIENTS

1/4 cup seasoned rice vinegar  
1/4 cup tahini  
1 small garlic clove  
7 tbsp extra-virgin olive oil, divided  
1 cup (lightly packed) cilantro leaves with tender stems  
2 bunches curly kale, ribs and stems removed, leaves torn into big pieces  
2 large oranges or small grapefruit  
1/3 cup store-bought crispy shallots or onions  
2 tbsp toasted sesame seeds  
Kosher salt

## DIRECTIONS

### STEP 1:

Blend vinegar, tahini, garlic, 5 tbsp. of oil, and 5 tbsp. water in a blender or food processor until smooth. Add cilantro and puree until very smooth and bright green. Season with salt.

### STEP 2:

Heat 1 tbsp. of oil in a cast iron skillet over medium-high. Add half of the kale to skillet and cook, undisturbed, until charred underneath and bright green, about one minute. Continue to cook, tossing once or twice, until the kale is charred in spots and only partially wilted. Transfer to a bowl and repeat with the remaining kale and 1 tbsp. of oil.

### STEP 3:

Drizzle half of the green tahini dressing over charred kale and toss to coat. Season with salt to taste.

### STEP 4:

Add citrus fruit and remaining dressing, toss to coat. Add crispy onions and toasted sesame seeds, serve and enjoy!



# Fudgy Vegan Chocolate Cake

## INGREDIENTS

### CHOCOLATE CAKE

1-1/2 cups nondairy milk  
 1 tbsp apple cider vinegar or white vinegar  
 3 cups all-purpose flour  
 1 cup unsweetened cocoa powder, sifted  
 2 tsp baking powder  
 1-1/2 tsp baking soda  
 3/4 tsp salt  
 2-1/4 cups granulated sugar  
 1 cup unsweetened apple sauce  
 1 cup mild oil  
 1 tbsp vanilla extract  
 1 cup hot water  
 1-1/2 tsp instant espresso powder

### CHOCOLATE FROSTING

1 cup plant-based butter, room temp  
 1 cup vegetable shortening  
 3 cups organic powdered sugar  
 1 cup unsweetened cocoa powder, sifted  
 1 tsp vanilla extract

## DIRECTIONS

### CHOCOLATE CAKE

Preheat the oven to 350F and spray (3) 8" cake pans with nonstick spray and line the bottoms with parchment paper.

Mix the milk and vinegar and set aside to curdle (making a vegan buttermilk).

Whisk together the flour, cocoa powder, baking powder, baking soda, and salt in a medium bowl and set aside.

In a large bowl, either whisking by hand or with an electric mixer, combine the sugar, apple sauce, oil, and vanilla.

On the side, mix the hot water and espresso powder. Set aside.

To the sugar mixture, alternate adding the milk and dry ingredients, starting and ending with the dry ingredients. Stop and scrape down the bowl about halfway through.

Once that's smooth, slowly mix in the hot espresso. Now the batter will be very thin.

Pour the batter into the cake pans and bake for 30-35 minutes, or until a toothpick in the center comes out clean.

Allow the cakes to cool in the pans for 20 minutes, then remove from the pans and let them completely cool at room temperature before frosting. To speed up this process, you can pop them into the fridge.

### CHOCOLATE FROSTING

Using an electric mixer, cream together the butter and shortening until smooth (use whisk attachment).

Mix in the powdered sugar, one cup at a time, followed by the cocoa powder. Mix in the vanilla.

If it's too thin, add 1/2 cup of powdered sugar until you reach the desired consistency. If it's too thick, add 1-2 tbsp nondairy milk.

## ASSEMBLE

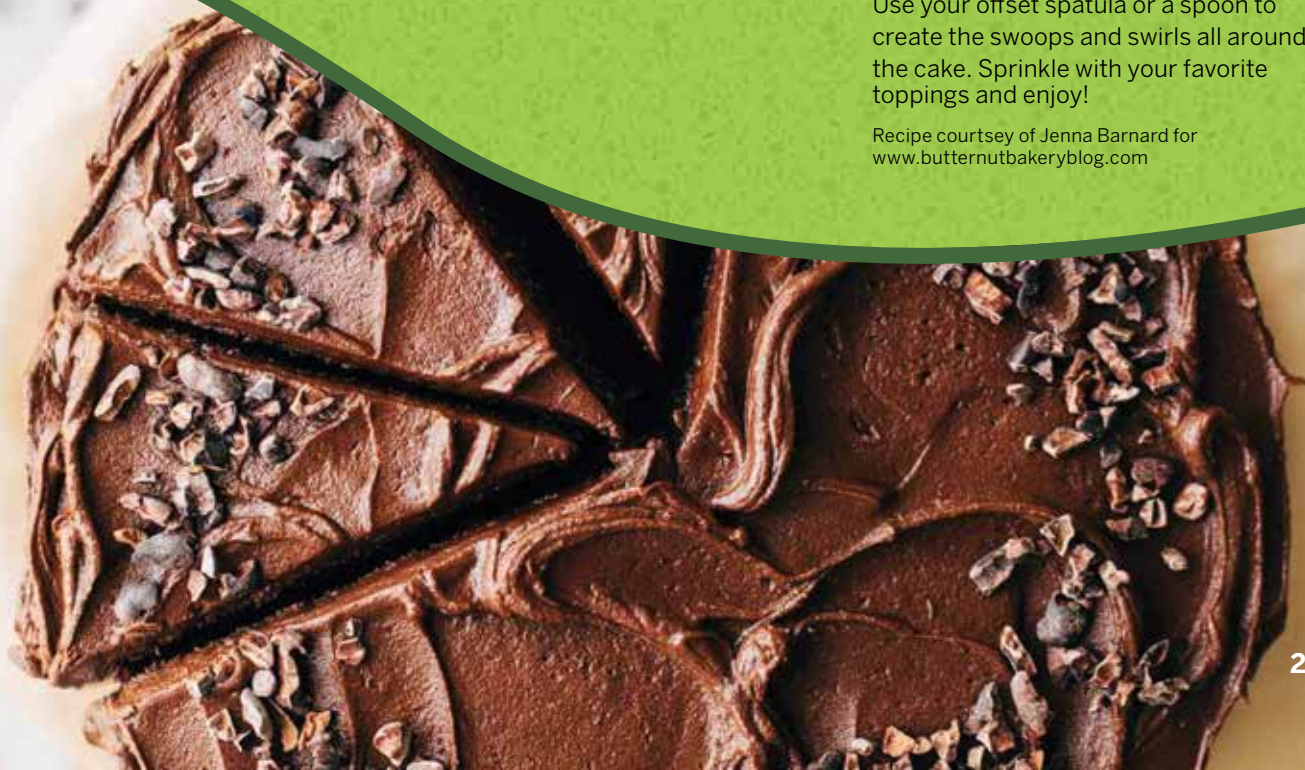
Only frost the cake once the layers have completely cooled.

Spread about 1 cup of frosting between each cake layer. Once all layers are stacked, place the naked cake in the fridge to set. Otherwise, the cake will slide around when trying to frost the sides. Chill for 20 minutes.

Once firm, remove the cake and plop the rest of the frosting on top of the cake (yes, all of it). Spread it out towards the sides and let it hang over the edges. Spread that overhang down the sides to the bottom of the cake. The sides don't have to be perfect, but just make sure the cake is completely covered.

Use your offset spatula or a spoon to create the swoops and swirls all around the cake. Sprinkle with your favorite toppings and enjoy!

Recipe courtesy of Jenna Barnard for [www.butternutbakeryblog.com](http://www.butternutbakeryblog.com)







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